

EXHIBIT 21

Message

From: [REDACTED]
Sent: 2/19/2020 3:58:53 PM
To: [REDACTED]
Subject: Re: Proposal for one programmatic buying door (go/1door)

Just you two.

My concern was in including people like [REDACTED] who have always been very short sighted and a bit difficult to work with. I think we have to get sign-off from [REDACTED] and [REDACTED] to make any pricing changes because last time we did all this work before we pulled them in they just said no.

On Wed, Feb 19, 2020, 10:54 AM [REDACTED] wrote:
From past experience, once sales leadership is included, the word starts spreading like wildfire (was very evident from the recent video reorg). My pref would to keep it to a much smaller group

On Wed, Feb 19, 2020 at 10:51 AM [REDACTED] wrote:
No, that works for me.

On Wed, Feb 19, 2020, 10:50 AM Chris LaSala <chrisl@google.com> wrote:
[REDACTED] - I am suggesting [REDACTED] only - and possibly [REDACTED] Do you have a different POV?

On Wed, Feb 19, 2020 at 10:41 AM [REDACTED] wrote:

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We will share 1door with folks who are not included in Stonehenge or SingleClick, without revealing either of these two projects.

Sorry for any confusion re: naming.

On Wed, Feb 19, 2020 at 10:31 AM [REDACTED] wrote:

[REDACTED]

On Wed, Feb 19, 2020 at 10:28 AM [REDACTED] wrote:
Hi Folks,

A few thoughts:

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I think adding [REDACTED] to OneDoor is fine.

+ I'd like [REDACTED] (on sell-side strat ops) to start to think through GTM game theory - how will the different players react and how might that impact revenue assumptions and possible product assumptions, across buyers and sellers.

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do we need both OPG and LPS here (I assume we do), and if so who are the right people?

[REDACTED]
On Wed, Feb 19, 2020 at 9:40 AM [REDACTED] wrote:
I added some comments but I have no concerns sharing more broadly.

On Wed, Feb 19, 2020, 8:33 AM [REDACTED] wrote:
Quick ping. If nobody has concerns then I'll start sharing tomorrow with the small group of folks named above.

On Fri, Feb 14, 2020 at 2:24 PM [REDACTED] wrote:
privileged and confidential

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